RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 13, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Harry:

SALEM .30¢ tear tape product has been ordered, as well as 12 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	**0.4890**
SKU WT (w/o Product):	**1.4480 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $28.00 (2 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162301
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnvn0000

JULY DELIVERY
SALEM TEAR TAPE

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product / Premium Arrival: June 30, 1997

Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $1,431.29

Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

JULY DELIVERY

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AUGUST DELIVERY
SALEM TEAR TAPE

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

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RETAIL CUSTOMER LIST

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
619806	CODY'S GROCERY	2946 MILITARY TURNPIKE	WEST CHAZY	NY	12992	356150	LAVIN CANDY COMPANY	0	2	2	2	2	1
767109	E M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	356150	LAVIN CANDY COMPANY	0	4	4	4	4	1
130258	NADIM'S CORNER GROC	UPPER RUGAR	PLATTSBURGH	NY	12901	356150	LAVIN CANDY COMPANY	0	4	4	4	4	1
177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	356150	LAVIN CANDY COMPANY	0	1	1	1	1	1
177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	356150	LAVIN CANDY COMPANY	0	3	3	3	3	1
402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	356150	LAVIN CANDY COMPANY	0	3	3	3	3	1
498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	356150	LAVIN CANDY COMPANY	0	1	1	1	1	1
579124	BYRD'S COUNTRY STORE	38 STATION RD	WILLSBORO	NY	12996	356150	LAVIN CANDY COMPANY	0	2	2	2	2	1
767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	356150	LAVIN CANDY COMPANY	0	2	2	2	2	1
787715	BORDERVIEW GROCERY	RT 11 & RIDGE ROAD	CHAMPLAIN	NY	12919	356150	LAVIN CANDY COMPANY	0	2	2	2	2	1
508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	356150	LAVIN CANDY COMPANY	0	2	2	2	2	1
766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	356150	LAVIN CANDY COMPANY	0	4	4	4	4	1
						356150 Total			30	30	30	30	12

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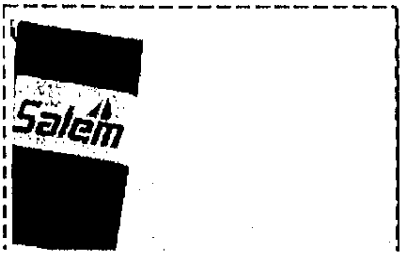
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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Source: https://www.industrydocuments.ucsf.edu/docs/qnvn0000

,GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 356150
VOUCHER NUMBER: 15360647
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 28.00

LAVIN CANDY COMPANY
4989 S CATHERINE ST
PLATTSBURGH , NY 12901

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/SR 162301

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